

**STATE OF MICHIGAN  
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS  
OFFICE OF FINANCIAL AND INSURANCE REGULATION**

**Before the Commissioner of the Office of Financial and Insurance Regulation**

In the matter of:

**Eastside Lenders, LLC**  
www.eastsidelenders.com,

**Enforcement Case No. 12-11535  
Agency No. 12-022-L**

Respondent.

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Issued and entered  
this 4th day of October 2012  
by Stephen R. Hilker  
Senior Deputy Commissioner

**ORDER TO CEASE AND DESIST**

**I. Findings of Fact and Conclusions of Law**


1. The Commissioner of the Office of Financial and Insurance Regulation (OFIR) is charged with the implementation and administration of the Consumer Financial Services Act (CFSA), MCL 487.2051 *et seq.*, and the Regulatory Loan Act (RLA), MCL 493.1 *et seq.*
2. Eastside Lenders, LLC (Respondent) is a limited liability company organized in the state of Delaware with its principal place of business at 40 East Main Street, Suite 410, Newark, DE 19711.
3. According to information OFIR obtained from the state of Delaware, Office of the State Bank Commissioner, Respondent also conducts business at 314 East Main Street, Suite 304, Newark, DE 19711.
4. Respondent is not licensed under Michigan's RLA or the CFSA and, consequently, is not authorized to make loans to Michigan residents.
5. OFIR received complaints from Michigan residents that applied for loans on Respondent's website, www.eastsidelenders.com. In exchange for the loans, these individuals granted Respondent access to their bank accounts in order to permit Respondent to withdraw payments owed plus interest on the loans.
6. Pursuant to the authority granted by Section 9b of the RLA, MCL 493.9b, OFIR staff conducted an investigation of Respondent and determined that Respondent is engaged in the business of making loans to Michigan residents for personal, family, or household use without the requisite license to do so.

7. By engaging in the business of making loans to Michigan residents for personal, family, or household use prior to obtaining a license from the Commissioner, Respondent violated the RLA.
8. On June 28, 2012, a true copy of the Order for Hearing, Notice of Intention to Issue a Cease and Desist Order, and Notice of Hearing was mailed by Certified Mail with Domestic Return Receipt to 40 East Main Street, Suite 410, Newark, DE 19711, and 314 East Main Street, Suite 304, Newark, DE 19711. According to the Domestic Return Receipt, Respondent received the foregoing documents on July 9, 2012.
9. The Notice of Hearing advised Respondent that a hearing had been set for Monday, August 27, 2012, at 9:00 a.m. The purpose of the hearing was to determine whether an Order to Cease and Desist should be issued against Respondent. Respondent failed to appear at the hearing.
10. "If the [Respondent] ... fails to appear at the hearing by a duly authorized representative, the [Respondent] ... have consented to the issuance of the Cease and Desist Order." MCL 493.9a(3).

## II. Order

### IT IS THEREFORE ORDERED that:

1. Respondent shall immediately cease and desist from making loans to Michigan residents for personal, family, or household use without first obtaining a license under the RLA or the CFSA.
2. This Order shall be and is effective on the date it is issued, as shown in the caption hereof.
3. This Order shall remain in effect until terminated, modified, or set aside in writing by the Commissioner of OFIR.
4. The Commissioner specifically retains jurisdiction of the matter contained herein to issue such further order or orders as he may deem just, necessary, or appropriate so as to assure compliance with the law and protect the interest of the public.

  
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Stephen R. Hilker  
Senior Deputy Commissioner